

## **Peculiarities of consumer innovations and the necessity of formation of management tools, oriented for the future consumer**

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### **Abstract**

This paper presents the interpretation of consumer innovations as a management object in order to stimulate demand in the market of innovative products. Consumer innovations are treated as a form of realization of knowledge, skills and habits of consumers, which are reflected in the form of useful benefits used to meet personal needs. Consumer innovations are characterized by the presence of positive externalities in the form of exceeding the aggregate benefit over the private, while in the structure of their value a significant share belongs to innovative added value. The role of the consumer in the innovation process increases with the formation of the postindustrial society, which is characterized by changes in the motivation and content of labor activity. This is reflected in the substitution of the materialistic orientations of activity with postmaterialistic in the conditions of the postindustrial society. At the same time, the efficiency of the innovation process and the volume of externalities are determined by the intensity of communications with the participation of the consumer and the manufacturer, which expands the composition of management objects in the market of innovative products. The paper suggests a methodical approach to the content of tools for managing the behavior of the future consumer (innovative product consumer), which is based on taking into account the individual predisposition to perceive innovation, assessing the perceived value of innovative goods by its producer and consumer, as well as the dominant factors in their decision making about choice subject to the economic activity of participants in the innovation cycle. It is determined that the implementation of such an approach provides a reasonable choice of key consumers (innovators), an increase in the proportion and number of consumption pioneers, the early majority, a decrease in the potential buyers' transaction costs for finding information about new products, and shortening of the duration of the innovation cycle.

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### **Keywords**

Consumer demand, Consumer innovations, Future consumer focused management, Innovation cycle, Innovative products, Key competences of the manufacturer, Methods of stimulating consumer demand

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